

SNC Reference Number

080082

## PROJECT SUMMARY

**County:** All Sierra Counties

**Applicant:** South Yuba River Citizens League

**Project Title:** The Great Sierra River Cleanup

### PROJECT GOAL

To produce a coordinated “Great Sierra River Cleanup Day” on September 19, 2009. This Sierra-wide event will unite and expand existing river cleanups throughout the Sierra, will recruit organizations in areas with no river cleanup programs, and will support all participating organizations in launching and expanding their river cleanup programs.

### PROJECT SCOPE

The “Great Sierra River Cleanup” will expand the activities of the Coastal Commission’s “Coastal Cleanup Day” program which started in 1985 and takes place every year on the third Saturday of September. Since its inception the “Coastal Cleanup Day” has spread beyond the coast, and now incorporates multiple river cleanups throughout California, including cleanups in several Sierra watersheds. The “Great Sierra River Cleanup” project coordinators will partner with the Coastal Commission to set up river cleanups in every Sierra county. Sierra river cleanups will be coordinated into a “Great Sierra River Cleanup” with its own identity within the larger Coastal Cleanup.

The applicant will partner with the Coastal Commission and the Truckee River Watershed Council to carry out the project. Major tasks of the project include:

- Enlisting coordinators in all Sierra counties to join the “Great Sierra River Cleanup” (SYRCL)
- Holding two training conferences for all river cleanup coordinators in the Sierra (SYRCL and Coastal Commission)
- Develop collateral materials to assist all coordinators to find and train volunteers and publicize their river cleanups (SYRCL)
- Develop river cleanups in each county that will be sustainable on a long-term basis (SYRCL and TRWC)
- Enlist businesses and agencies willing to sponsor the “Great Sierra River Cleanup” (SYRCL)
- Ensure maximum publicity for the Great Sierra River Cleanup throughout the region (SYRCL)

## LETTERS OF SUPPORT

Truckee River Watershed Council  
California Coastal Commission

### SNC PROJECT DELIVERABLES AND SCHEDULE

<b>DETAILED PROJECT DELIVERABLES</b>	<b>TIMELINE</b>
Task 1: Administration and Management	
• Monthly invoices	Monthly
• Subcontracts signed	Feb 28, 2009
• Workplan Finalized	Feb 28, 2009
Task 2: Project Monitoring and Evaluation	
• Performance Measures Finalized	Feb 28, 2009
Task 3: Recruit Coordinators	
• Outreach Plan	Feb 28, 2009
• List of cooperating cleanup groups	May 31, 2009
Task 4: Pre-event publicity	
• Media Plan	March 30, 2009
• PR materials, logo, poster, press releases	May 31, 2009
Task 5:	
• Training Materials	May 31, 2009
• Training Conferences	May 31, 2009
• Post-conference mentoring and networking	May–Sept 2009
Task 6: Leveraging and Sponsorship	
• Sponsor materials	April 30, 2009
• List of sponsors approached and secured	Dec 1, 2009
Task 7: Coordinate Day of Cleanup	
• Data Collection and Reporting Protocols	Aug 31, 2009
• On-line survey results	Dec 1, 2009
Task 8: Reporting	
• Six month progress reports	6 monthly
• PowerPoint presentation	Dec
• Final Report	Dec 31, 2009

### SNC PROJECT COSTS

	<b>PROJECT BUDGET CATEGORIES</b>	<b>TOTAL SNC</b>
Task 1	Project Management	\$4000
Task 2	Monitoring and Performance Measures	\$4000
Task 3	Recruit Coordinators	\$8500
Task 4	Pre-event Publicity	\$10000
Task 5	Build Organizational Capacity	\$21200
Task 6	Leveraging and Sponsorship	\$5000
Task 7	Coordinate Cleanup Day	\$10200
Task 8	Reporting	\$4000
Other	Administrative Costs	\$10035